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Horse race in FL, GA, NC

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Senate spotlight on Florida

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POLL TOPLINES

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What swing voters want

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Are independents being heard?

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SEPTEMBER 2024

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FLORIDA, GEORGIA, NORTH CAROLINA:

# SOUTHERN SWING



# Independent Center September 2024 Online Survey of Florida, Georgia, North Carolina

## Toplines

Field Dates: 09/20-23/2024  
Margin of error in per state (n600 online):  $\pm 4$   
Margin of error total (n1800 online):  $\pm 2.31$

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## SCREENER SECTION

You have been selected to participate in a survey on a confidential basis. This is a rare opportunity to voice your opinions. Your responses will be kept confidential; you are not being asked to buy anything or donate money. We simply want to know what you think and how you feel.

Screener 1: Are you, or is anyone in your household, employed by the news media, a market research firm, an elected official, or actively involved with political campaigns?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
No	100%	100%	100%	100%
Yes	0%	0%	0%	0%

Screener 2: Are you currently registered to vote?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	100%	100%	100%	100%
No	0%	0%	0%	0%

Screener 3: How likely are you to vote in the upcoming Presidential election? (ROTATE 1-4,4-1)

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Extremely likely	95%	95%	95%	95%
Somewhat likely	5%	5%	5%	6%
Somewhat unlikely	0%	0%	0%	0%
Extremely unlikely	0%	0%	0%	0%

Screener 4: How much of a priority is voting in this election for you? (ROTATE 1-3,3-1)

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
It's a top priority, I'm going to vote.	100%	100%	100%	100%
It's a priority, but if there are long lines or something comes up, I may not vote.	0%	0%	0%	0%
It's a low priority, I may decide not to vote.	0%	0%	0%	0%



# GENERAL SENTIMENT

GS1. Do you **(ROTATE)** approve or disapprove **(END ROTATE)** of the job President Joe Biden is doing? **(ROTATE 1-4,4-1)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Strongly approve	22%	22%	22%	22%
Somewhat approve	21%	20%	21%	22%
Somewhat disapprove	12%	12%	12%	13%
Strongly disapprove	43%	44%	44%	42%
Unsure	2%	2%	2%	2%
NET: Approve	43%	42%	43%	44%
NET: Disapprove	56%	57%	56%	54%

GS2. Do you **(ROTATE)** approve or disapprove **(END ROTATE)** of the job the U.S. Congress is doing? **(ROTATE 1-4,4-1)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Strongly approve	8%	8%	8%	8%
Somewhat approve	23%	23%	25%	22%
Somewhat disapprove	34%	34%	35%	34%
Strongly disapprove	26%	27%	24%	28%
Unsure	8%	8%	8%	8%
NET: Approve	31%	31%	33%	30%
NET: Disapprove	61%	61%	59%	62%

GS3. If the Presidential election were held today, how would you vote if your options were **(ROTATE)** Republican Donald Trump, Democrat Kamala Harris **(END ROTATE)**? **(ROTATE 1-2)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Democrat Kamala Harris	48%	47%	49%	49%
Republican Donald Trump	48%	48%	47%	48%
Unsure	4%	5%	4%	4%

## (IF 1 IN GS3)

GS3A. Which best describes your vote?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
I'm voting for Harris because I think she'd be an awesome President.	72%	67%	76%	72%
I'm voting for Harris because I think Trump would be a garbage President.	28%	33%	24%	28%

## (IF 2 IN GS3)

GS3B. Which best describes your vote?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
I'm voting for Trump because I think he'd be an awesome President.	64%	61%	66%	66%
I'm voting for Trump because I think Harris would be a garbage President.	36%	39%	34%	34%





GS4. If the Presidential election were held today, how would you vote if your options were **(ROTATE)** Republican Donald Trump, Democrat Kamala Harris, a third party / Independent candidate? **(RANDOMIZE 1-3)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
Democrat Kamala Harris	47%	45%	48%	48%
Republican Donald Trump	46%	46%	46%	47%
A third party / Independent candidate	3%	4%	2%	2%
Unsure	4%	5%	4%	3%

GS4A. If there was a viable, politically independent Presidential candidate, that was just a normal person, would you consider voting for them?

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
Yes	45%	48%	44%	45%
No	28%	26%	30%	29%
Unsure	27%	26%	27%	27%

**(FLORIDA ONLY)**

FS5A. If the Senate election were held today, how would you vote if your options were **(ROTATE)** Democrat Debbie Mucarsel-Powell or Republican Rick Scott **(END ROTATE)? (ROTATE 1-2)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
Democrat Debbie Mucarsel-Powell	44%	44%	0%	0%
Republican Rick Scott	46%	46%	0%	0%
Unsure	10%	10%	0%	0%

FS5B. If the Senate election were held today, how would you vote if your options were **(ROTATE)** Democrat Debbie Mucarsel-Powell, Republican Rick Scott, a third party / Independent candidate **(END ROTATE)? (ROTATE 1-3)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
Democrat Debbie Mucarsel-Powell	42%	42%	0%	0%
Republican Rick Scott	43%	43%	0%	0%
A third party / Independent candidate	4%	4%	0%	0%
Unsure	11%	11%	0%	0%

**(ASK ALL)**

GS6. If this year's Congressional election in your district were between **(ROTATE)** a Republican, A Democrat, an Independent / third-party candidate **(END ROTATE)**, how would you vote? **(ROTATE 1-3,3-1)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
Democratic	43%	41%	43%	45%
Independent / third-party	5%	6%	5%	5%
Republican	43%	43%	44%	43%
Unsure	9%	10%	8%	8%



GS6A. If there was a viable, non-partisan congressional candidate, that was just a normal person, would you consider voting for them?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	47%	46%	44%	49%
No	26%	26%	27%	25%
Unsure	28%	28%	29%	26%

GS7. On the following scale, please indicate where you see yourself politically.

**(DO NOT SHOW numeric scale....)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
[0] 0 - Progressive Liberal / Strong Democrat	8%	8%	9%	9%
[1] 1	6%	6%	7%	7%
[2] 2	7%	6%	6%	9%
[3] 3	5%	5%	5%	7%
[4] 4	4%	5%	4%	4%
[5] 5 - Moderate Centrist / Independent	24%	25%	25%	21%
[6] 6	7%	9%	6%	7%
[7] 7	7%	8%	7%	7%
[8] 8	11%	11%	10%	11%
[9] 9	8%	7%	9%	7%
[10] 10 - Staunch Conservative / Strong Republican	12%	11%	12%	12%
Average	5.4	5.5	5.5	5.3

GS8. On the following scale, please indicate how you see yourself voting in future elections.

**(DO NOT SHOW numeric scale....)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
[0] 0 - Exclusively vote for Democratic candidates	13%	14%	13%	13%
[1] 1	10%	10%	9%	11%
[2] 2	8%	7%	10%	8%
[3] 3	6%	4%	5%	7%
[4] 4	3%	4%	3%	2%
[5] 5 - Vote Independent / split ticket	13%	15%	11%	14%
[6] 6	6%	8%	4%	5%
[7] 7	8%	6%	9%	8%
[8] 8	9%	9%	8%	10%
[9] 9	8%	9%	9%	8%
[10] 10 - Exclusively vote for Republican candidates	16%	14%	17%	16%
Average	5.2	5.1	5.3	5.1



GS9. In the perfect world, where on the following scale, would you like to see America's elected officials stand politically?

**(DO NOT SHOW numeric scale....)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
[0] 0 - Progressive Liberal / Strong Democrat	8%	8%	8%	9%
[1] 1	7%	8%	8%	6%
[2] 2	6%	5%	6%	8%
[3] 3	7%	5%	6%	10%
[4] 4	4%	6%	4%	4%
[5] 5 - Moderate Centrist / Independent	24%	27%	24%	21%
[6] 6	8%	8%	8%	8%
[7] 7	8%	7%	8%	8%
[8] 8	8%	9%	8%	8%
[9] 9	7%	7%	6%	6%
[10] 10 - Staunch Conservative / Strong Republican	12%	10%	13%	13%
Average	5.3	5.3	5.3	5.2

**(ROTATE NEXT TWO)**

GS10T. On the following scale, please indicate how likely you are to vote for Donald Trump.

**(DO NOT SHOW numeric scale....)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
[0] 0 - 'No chance. Trump's candidacy is a dumpster fire.'	33%	33%	31%	35%
[1] 1	7%	8%	7%	6%
[2] 2	2%	2%	3%	2%
[3] 3	2%	1%	1%	2%
[4] 4	1%	1%	1%	1%
[5] 5 - 'I don't know... Maybe'	5%	5%	5%	4%
[6] 6	3%	4%	4%	3%
[7] 7	5%	5%	5%	4%
[8] 8	6%	5%	6%	6%
[9] 9	8%	8%	9%	8%
[10] 10 - 'Absolutely! MAGA all the way!'	28%	28%	27%	29%
Average	5.0	4.9	5.1	5.0



GS10H. On the following scale, please indicate how likely you are to vote for Kamala Harris.

**(DO NOT SHOW numeric scale....)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
[0] 0 - 'No chance. Harris' candidacy is a dumpster fire.'	32%	34%	30%	32%
[1] 1	8%	6%	10%	9%
[2] 2	3%	2%	3%	3%
[3] 3	2%	2%	1%	2%
[4] 4	2%	2%	2%	1%
[5] 5 - 'I don't know... Maybe'	3%	3%	4%	3%
[6] 6	3%	3%	3%	3%
[7] 7	4%	3%	4%	3%
[8] 8	5%	4%	5%	5%
[9] 9	7%	6%	9%	7%
[10] 10 - 'Absolutely! Kamala all the way!'	32%	35%	28%	33%
Average	5.1	5.1	5.0	5.1

**(ASK ALL)**

## FAVORABILITY SECTION

You will now read a list of political officials and entities in the United States. After each, please indicate whether you have a **(ROTATE)** favorable or unfavorable **(END ROTATE)** opinion of each. If you don't know or haven't heard of the subject, please note that.

**(RANDOMIZE)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
<b>Donald Trump</b>				
Very favorable	34%	35%	33%	33%
Somewhat favorable	15%	15%	16%	14%
Somewhat unfavorable	7%	6%	8%	7%
Very unfavorable	43%	44%	41%	44%
Never heard of	1%	1%	1%	1%
Unsure	1%	1%	1%	1%
NET: Favorable	49%	49%	49%	47%
NET: Unfavorable	50%	50%	50%	51%
<b>Kamala Harris</b>				
Very favorable	37%	37%	37%	37%
Somewhat favorable	13%	11%	14%	13%
Somewhat unfavorable	7%	8%	7%	6%
Very unfavorable	41%	41%	40%	43%
Never heard of	0%	1%	0%	0%
Unsure	1%	1%	1%	1%
NET: Favorable	50%	49%	52%	51%
NET: Unfavorable	48%	49%	47%	48%





	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
<b>The Republican party</b>				
Very favorable	24%	25%	23%	23%
Somewhat favorable	25%	25%	27%	22%
Somewhat unfavorable	16%	14%	16%	17%
Very unfavorable	33%	31%	31%	36%
Never heard of	1%	1%	1%	1%
Unsure	2%	3%	1%	1%
NET: Favorable	49%	51%	50%	45%
NET: Unfavorable	49%	45%	48%	53%
<b>The Democratic party</b>				
Very favorable	27%	28%	26%	27%
Somewhat favorable	21%	19%	22%	21%
Somewhat unfavorable	14%	14%	13%	17%
Very unfavorable	36%	35%	38%	34%
Never heard of	0%	1%	0%	0%
Unsure	2%	3%	1%	2%
NET: Favorable	48%	48%	48%	48%
NET: Unfavorable	50%	49%	51%	51%
<b>A politician that works with both sides of the aisle</b>				
Very favorable	33%	30%	34%	33%
Somewhat favorable	40%	40%	39%	40%
Somewhat unfavorable	8%	9%	6%	9%
Very unfavorable	6%	6%	6%	6%
Never heard of	5%	4%	5%	5%
Unsure	9%	10%	10%	8%
NET: Favorable	73%	71%	74%	73%
NET: Unfavorable	14%	15%	12%	15%
<b>An independent candidate not affiliated with Republican or Democratic parties</b>				
Very favorable	14%	14%	15%	13%
Somewhat favorable	35%	32%	36%	36%
Somewhat unfavorable	15%	18%	11%	15%
Very unfavorable	9%	9%	10%	9%
Never heard of	5%	4%	6%	6%
Unsure	22%	23%	22%	22%
NET: Favorable	48%	46%	51%	48%
NET: Unfavorable	24%	27%	21%	24%



# POLITICAL SENTIMENT

PS1. Which of the following do you think would be the best candidate to represent you and your neighbors in Congress? **(RANDOMIZE 1-3)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
A candidate who works and votes with the Republicans in Congress.	25%	23%	27%	24%
A candidate who works and votes with the Democrats in Congress.	23%	22%	26%	22%
A candidate who works and votes with both Republicans and Democrats in Congress.	47%	49%	43%	49%
Unsure	5%	6%	3%	4%

PS2. Do you believe that your voice and opinions are being heard in Washington, DC by your elected representatives? **(ROTATE 1-2)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
Yes	32%	28%	37%	32%
No	44%	48%	40%	45%
Unsure / Depends	24%	25%	24%	23%

PS3. Do you think your voice and opinions would be more clearly heard in Washington, DC if your elected representative was a moderate Independent, not aligned with either Republicans or Democrats? **(ROTATE 1-2)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
Yes	31%	30%	34%	29%
No	32%	32%	31%	33%
Unsure / Depends	37%	38%	35%	38%

PS4. What type of elected officials do you think are needed in Washington, DC to increase the federal government's job performance? **(RANDOMIZE 1-3)**

	Total	State		
		FLORIDA	GEORGIA	NORTH CAROLINA
More elected Democrats	34%	34%	34%	33%
More elected Independents	23%	20%	24%	24%
More elected Republicans	33%	35%	32%	32%
Unsure	11%	11%	10%	11%



# LOOKING AHEAD SERIES

## (ROTATE QUESTIONS IN SERIES)

LA1. Are you concerned about political violence related to the 2024 presidential election? **(ROTATE 1-2)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	68%	67%	64%	72%
No	24%	24%	28%	22%
Unsure	8%	9%	9%	7%

LA2. Do you trust that the election ballots will be tabulated in a fair and accurate manner?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	52%	52%	54%	49%
No	27%	28%	24%	28%
Unsure	21%	20%	21%	23%

LA3. How (ROTATE) concerned or not concerned (END ROTATE) are you about undocumented migrants voting in the 2024 presidential election?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Concerned	57%	55%	59%	56%
Not concerned	37%	38%	34%	38%
Unsure	7%	7%	7%	6%

## (ROTATE NEXT TWO)

LA4A. If Trump were to legitimately lose, which do you think would be more likely? **(ROTATE 1-2)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
He'd probably concede defeat	18%	19%	18%	18%
He'd probably fire up his base and fight the results	65%	64%	65%	66%
Unsure	17%	17%	17%	16%

LA4B. If Harris were to legitimately lose, which do you think would be more likely? **(ROTATE 1-2)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
She'd probably concede defeat	57%	59%	56%	55%
She'd probably fire up her base and fight the results	29%	27%	30%	28%
Unsure	15%	13%	14%	17%

## (END ROTATE)



LA5. Has this election cycle made you think... (ROTATE 1-3)

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
We need more Democratic elected officials in office.	31%	31%	31%	32%
We need more Republican elected officials in office.	31%	31%	32%	31%
We need more Independent elected officials in office.	26%	26%	27%	27%
Unsure / none of the above	11%	12%	10%	11%

LA6. At the close of this election cycle, which do you think will be a truer statement? (ROTATE 1-2)

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
American politics is a shining example to other countries of how great democracies work.	27%	25%	31%	25%
American politics is a crap-sandwich, and other countries are probably laughing at us.	56%	60%	52%	57%
Unsure / none of the above	17%	15%	17%	19%

LA7. Do you think that American politics has an influence on how other countries view democracy? (ROTATE 1-2)

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	76%	76%	75%	78%
No	12%	12%	13%	12%
Unsure	11%	12%	11%	11%

(ROTATE NEXT THREE)

LA8. Which do you think would be the best policy for America, regarding education? (ROTATE 1-3)

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
A Democratic/liberal education policy	33%	30%	35%	34%
A bipartisan/independent education policy	26%	27%	23%	27%
A Republican/conservative education policy	33%	34%	35%	30%
Unsure	9%	9%	8%	9%

LA9. Which do you think would be the best policy for America, regarding immigration? (ROTATE 1-3)

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
A Democratic/liberal immigration policy	25%	23%	26%	26%
A bipartisan/independent immigration policy	25%	25%	23%	25%
A Republican/conservative immigration policy	43%	44%	44%	43%
Unsure	7%	8%	7%	6%



LA10. Which do you think would be the best policy for America, regarding energy? **(ROTATE 1-3)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
A Democratic/liberal energy policy	32%	30%	34%	32%
A bipartisan/independent energy policy	25%	27%	23%	25%
A Republican/conservative energy policy	35%	34%	35%	35%
Unsure	8%	9%	7%	8%

**(END ROTATE)**

LA11. Which of the following best describes you? **(ROTATE 1-3)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
I was born in America and am a first-time voter	9%	9%	12%	7%
I am a new American, and this will be the first time I vote in America	3%	4%	3%	3%
This will not be my first time voting in America	88%	87%	85%	91%

**(IF 1 OR 2 IN PREVIOUS)**

LA11A. Which of the following best describes your attitude towards American elections? **(ROTATE 1-2)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
It is best that there are limited options between either Republicans or Democrats	45%	44%	38%	57%
It would be better if there were more options other than Republican or Democrat	55%	56%	62%	43%



# DEMOGRAPHICS SECTION

## (ASK FULL SAMPLE)

Now just a few questions to make sure we have a representative sample:

Gender Your gender identification?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Female	52%	52%	51%	52%
Male	48%	48%	49%	48%
Other	0%	0%	0%	0%

Screeners 3: In what year were you born?

Age Range **IF UNSURE OR REFUSED, ASK:** Which of the following categories best describes your age?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
18 to 24	6%	4%	7%	5%
25 to 29	6%	5%	7%	6%
30 to 39	16%	15%	18%	15%
40 to 49	17%	13%	19%	17%
50 to 64	30%	30%	28%	31%
65 or older	27%	34%	20%	26%

Ethnicity Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	16%	29%	10%	9%
No	84%	71%	90%	90%
Unsure	0%	0%	0%	1%

Race And which of the following best describes your racial background?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
White or Caucasian	65%	65%	60%	69%
Black or African American	23%	15%	31%	22%
Hispanic	9%	17%	5%	4%
Asian or Pacific Islander	2%	1%	2%	2%
Native American	1%	1%	0%	1%
Other	1%	1%	2%	2%





Party ID: In politics today, and regardless of how you are registered, do you consider yourself to be a...  
**(ROTATE 1-7: TOP TO BOTTOM, BOTTOM TO TOP)**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Strong Democrat	26%	25%	26%	26%
Not so strong Democrat	8%	8%	8%	8%
Independent leaning Democrat	9%	8%	8%	10%
Independent	11%	12%	11%	11%
Independent leaning Republican	9%	8%	9%	9%
Not so strong Republican	10%	11%	10%	9%
Strong Republican	26%	26%	27%	26%
Other	1%	1%	1%	1%
Unsure	1%	1%	0%	1%
NET: Democrat	34%	33%	34%	34%
NET: Independent	29%	28%	28%	31%
NET: Republican	36%	37%	37%	35%

Ideology: Thinking for a moment about your social, economic, and political views...Do you consider yourself to be... **(ROTATE VALUES 1-5; TOP-TO-BOTTOM / BOTTOM-TO-TOP)?**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Very Liberal	11%	10%	11%	11%
Somewhat Liberal	14%	15%	12%	15%
Moderate	35%	36%	35%	34%
Somewhat Conservative	21%	21%	21%	20%
Very Conservative	18%	16%	19%	18%
Libertarian	1%	1%	1%	1%
Unsure	1%	2%	1%	1%

2020 Vote For whom did you vote in the 2020 Presidential election **(ROTATE 1-2)?**

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Donald Trump	46%	46%	47%	46%
Joe Biden	45%	43%	45%	46%
Someone Else	1%	2%	1%	1%
Did not vote	6%	6%	6%	7%
Don't recall	0%	1%	0%	0%
Prefer not to say	1%	1%	0%	0%

Education What is the highest level of formal education that you have completed?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Less than high school	2%	1%	2%	2%
High school graduate	22%	20%	26%	22%
Some college	24%	26%	22%	25%
College graduate with associate or 2-year degree	14%	12%	13%	16%
College graduate with bachelor's or 4-year degree	24%	26%	22%	24%
Post-graduate degree	11%	11%	12%	9%
Technical or vocational school graduate	3%	3%	3%	2%
Unsure	0%	0%	0%	0%



**LGBTQ+** Do you consider yourself to be lesbian, gay, bisexual, transgender, queer or questioning?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	8%	7%	8%	8%
No	91%	92%	91%	91%
Unsure	0%	0%	0%	0%
Prefer not to answer	1%	1%	1%	1%

**Marital Status** What would best describe your marital status?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Single or never married	31%	28%	33%	31%
Married	43%	42%	43%	43%
Separated	3%	2%	2%	4%
Divorced	16%	17%	17%	15%
Widowed	6%	9%	4%	7%
Other	1%	1%	0%	1%

**Children** Do you have children currently living in your household?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	34%	32%	37%	33%
No	66%	68%	63%	67%
Refused	0%	0%	0%	0%

**Neighborhood** Would you best describe the neighborhood or area you live in as...

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Urban	29%	33%	23%	31%
Suburban	50%	51%	57%	41%
Rural	21%	15%	20%	28%
Unsure	1%	1%	1%	1%

**401K** Do you invest into an IRA or 401k?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Yes	45%	41%	47%	47%
No	55%	59%	53%	53%



Occupation Please describe your current occupational status.

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Employed (Government)	7%	4%	9%	7%
Employed (Private Sector)	35%	33%	39%	34%
Small Business Owner	7%	6%	8%	7%
Student	3%	1%	3%	3%
Homemaker	6%	6%	6%	7%
Retired	29%	34%	24%	28%
Unemployed	8%	9%	6%	8%
Other	6%	6%	6%	6%
Unsure	0%	0%	0%	0%

Income We want to classify people into broad income groups only. Would you estimate your total household income to be...?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Below \$40,000	37%	37%	33%	41%
Between \$40,000 and \$79,999	35%	35%	35%	35%
Between \$80,000 and \$124,999	16%	14%	18%	15%
Above \$125,000	10%	11%	12%	8%
Unsure	0%	1%	0%	1%
Prefer not to answer	2%	2%	2%	1%

Homeowner Do you currently own (outright/pay mortgage) your residence?

	State			
	Total	FLORIDA	GEORGIA	NORTH CAROLINA
Own (outright/pay mortgage)	61%	61%	62%	61%
I do not own my residence (rent/other)	39%	39%	38%	39%

